

FILE

*Personnel 15*

DD/S 71-2005

20 MAY 1971

MEMORANDUM FOR: Director of Personnel

SUBJECT : Recruitment Advertising Committee

1. Attached for your information and files is a copy of a memorandum dated 18 May 1971 from the Executive Director-Comptroller to the Deputy Director for Support delegating authority to the Deputy Director for Support to approve recommendations of the Recruitment Advertising Committee in connection with proposed advertisements or other releases regardless of attribution to the Agency. Future recommendations of the Recruitment Advertising Committee should therefore be prepared for Deputy Director for Support approval.

2. The memorandum also requests annual reporting to the Director on the effectiveness of this program, the first such report to be submitted on 1 June 1972. It is requested that your office maintain the necessary records and prepare the required report for Deputy Director for Support signature.

(Signed) John W. Coffey

John W. Coffey  
Deputy Director  
for Support

Attachment

EO-DD/S:CND:es (19 May 71)

Distribution:

Orig & 1 - Adse w/cy of att (DD/S 71-1967)

✓ 1 - DD/S subject w/orig of att

1 - DD/S chrono

<b>TRANSMITTAL SLIP</b>		DATE 19 May 1971
TO: Mr. Coffey via Mr. Wattles		
ROOM NO.	BUILDING	(W)
REMARKS:  Recommend your signature.  <div data-bbox="771 504 982 604" style="border: 1px solid black; width: 130px; height: 48px; margin: 0 auto;"></div> CND		
FROM:		
ROOM NO.	BUILDING	EXTENSION

FORM NO. 241  
1 FEB 55

REPLACES FORM 36-8  
WHICH MAY BE USED.

(47)

SENDER WILL CHECK CLASSIFICATION TOP AND BOTTOM

UNCLASSIFIED CONFIDENTIAL SECRET

# OFFICIAL ROUTING SLIP

TO	NAME AND ADDRESS	DATE	INITIALS
1	DDS		
2			
3			
4			
5			
6			

ACTION	DIRECT REPLY	PREPARE REPLY
APPROVAL	DISPATCH	RECOMMENDATION
COMMENT	FILE	RETURN
CONCURRENCE	INFORMATION	SIGNATURE

Remarks: Jack: pl think we have had enough experience with this now that submission to Ex. ltr. is no longer necessary, I would urge you, however, to stay on the (over)

FOLD HERE TO RETURN TO SENDER

FROM: NAME, ADDRESS AND PHONE NO.	DATE
NM brief 05/19/71	

Conservative side and  
to seek guidance  
from DCS or Ex Lib.  
on any case about  
which you have  
any doubt.

18 MAY 1971

Executive Registry
71-265411
DI/13 71-1967

18 May 1971

MEMORANDUM FOR: Deputy Director for Support

SUBJECT : Recruitment Advertising Committee

REFERENCE : Memo from DDS to D/Personnel dated  
7 Sept 1967, subject as above

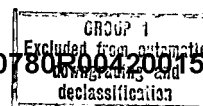
Effective immediately you are authorized to approve the recommendations of the Recruitment Advertising Committee in connection with proposed advertisements or other releases regardless of attribution to the Agency. It is requested that you furnish the Director with an annual report on the effectiveness of this program as well as any problems encountered. I suggest that the first report be submitted on 1 June 1972.



L. K. White  
Executive Director-Comptroller

25

CONFIDENTIAL



UNCLASSIFIED CONFIDENTIAL SECRET

### OFFICIAL ROUTING SLIP

TO	NAME AND ADDRESS	DATE	INITIALS
1	Assistant to the Executive Director-Comptroller	5-18-71	
2			
3			
4			
5			
6			

ACTION	DIRECT REPLY	PREPARE REPLY
APPROVAL	DISPATCH	RECOMMENDATION
COMMENT	FILE	RETURN
CONCURRENCE	INFORMATION	SIGNATURE

Remarks:

FOLD HERE TO RETURN TO SENDER

FROM: NAME, ADDRESS AND PHONE NO.

DATE

Deputy Director of Personnel

14 MAY 1971

14 MAY 1971

MEMORANDUM FOR: Assistant to the Executive Director-Comptroller

SUBJECT : Recruitment Advertising Committee

Ben:

25X1 Attached at Tab 1 is a memorandum of 24 October 1967 from [ ] to the Recruitment Advertising Committee (RAC) pointing out that the charter for RAC was never formally established. Also in this package are other papers pertinent to the establishment and refinement of the activities of the RAC. Attached at Tab 2 is a note for the record signed by 25X1 [ ] in 1965 which pointed out that Colonel White did not want a formal issuance at that time. You will note that the revised charter mentions coordination with Central Cover Division on non-attributable advertising. I cannot furnish you with any details as to why Central Cover has not been involved. We can only surmise that at "second blush" [ ] may have reached an agreement with his superiors that Cover's participation was not needed. 25X

I should point out that since 1967 a "body of law" has evolved based on guidance we have received orally and on buck slips from DD/S and Executive Director. At the present time Agency-identified advertising as well as non-Agency identified advertising goes to the Executive Director through the DD/S after review by the Recruitment Advertising Committee and approval of the Director of Personnel.

For over three years the RAC has been chaired by the Deputy Director of Personnel. Other members are the Special Assistant to the Director, [ ] or his alternate [ ] 25X1 [ ] of the Office of Security, and the Deputy Director of Personnel for Recruitment and Placement. The secretariat function is in the Office of the Director of Personnel.

CONFIDENTIAL

I suggest that you may wish to prepare a memorandum for Colonel White's signature which designates the DD/S as the final approving official for Agency recruitment advertising and further continues the RAC as now constituted and following the same procedures and format that have been developed over the years.



Deputy Director of Personnel

Atts

25X

CONFIDENTIAL



P15-15

ADMINISTRATIVE — INTERNAL USE ONLY

24 OCT 1967

1

STAT

MEMORANDUM FOR:

SUBJECT : Recruitment Advertising Committee

1. As you know, the "charter" for the Recruitment Advertising Committee was never formally established although the paper attached at Tab A was agreed to by the Executive Director-Comptroller.

2. I am attaching at Tab B a recent memorandum from the Deputy Director for Support which amends the earlier "charter" -- specifically to require coordination of certain types of releases with the Cover Division and approval of any advertisement or release by the Executive Director-Comptroller. At Tab C, I am attaching a revision of the original "charter" to reflect these changes.

/s/ Emmett D. Echols

Emmett D. Echols  
Director of Personnel

Atts.

Distribution:

- 1 - Each addressee w/att.
- 2 - DD/Pers/R&P w/atts.
- X - D/Pers Subject w/att.
- 1 - D/Pers Chrono w/o att.

STAT

OD/Pers/:mtw (23 Oct 67)

A

RECRUITMENT ADVERTISING COMMITTEE

1. PURPOSE

To provide a coordination and advisory mechanism for reviewing proposed advertising, brochures, and other public releases in connection with the Agency's recruitment activity to ensure that such materials are:

- a. Necessary to effective staffing of Agency activities;
- b. Not revealing as to the nature of sensitive operations or techniques;
- c. Appropriate and suitable as to content and format;
- d. Effective and appealing as to the type of candidate sought;
- e. Given appropriate attribution (such as  "U. S. Government", and rarely, "CIA.")

STAT

2. MEMBERSHIP

a. Permanent Members:

The Assistant to the Director shall serve as permanent chairman of the Recruitment Advertising Committee. The Chief, Recruitment and Retiree Placement Division, Office of Personnel and the Assistant Deputy, Personnel Security Division, Office of Security shall be permanent members.

b. Associate Members:

The Chairman shall ask each Deputy Director to designate Associate Members to serve whenever a particular advertisement or release under review by the Committee is of staffing or functional concern to that Directorate.

c. Secretariat Support:

The Office of the Director of Personnel will provide secretariat support to the Committee as required.

3. MEETINGS

- a. The Committee shall meet at the call of the Chairman.
- b. The Chairman may request the participation of such special advisers as he deems necessary.

4. PROCEDURES

- a. The Chief, Recruitment and Retiree Placement Division will notify the Chairman when a proposed advertising or other public release program for recruitment is ready for review by the Committee.

ad A

b. The Chairman will convene the Committee at the earliest practicable time consistent with the urgency of the program under consideration.

c. If the proposed advertisements or other releases are to be published without attribution to the Agency, the Committee's endorsement will be final approval for publication. If the materials are to be published under acknowledged Agency-sponsorship, however, they will be forwarded through the Deputy Director for Support to the Executive Director-Comptroller for final approval.

5. REVIEW OF EXISTING ADVERTISING PROGRAMS

In addition to its responsibility for reviewing new advertising proposals, the Committee will schedule a review of all on-going recruitment advertising programs to ensure that they conform to current policies and standards.

B

ADMINISTRATIVE - INTERNAL USE ONLY

DD/S 67-4630

07 SEP 1967

MEMORANDUM FOR: Director of Personnel

SUBJECT : Recruitment Advertising Committee

1. On 27 December 1965 the Executive Director approved in principle the establishment of the Recruitment Advertising Committee together with its membership and procedures. Under section 4c, PROCEDURES, the authority was granted to the Committee to endorse for final approval for publication proposed advertisements or other releases to be published without attribution to the Agency. The Executive Director desires that this paragraph be amended to provide for the Executive Director's final approval for publication of advertisements or other releases to be published without attribution to the Agency. Additionally, in advertising of this nature the concurrence of Cover Division, DD/P should be obtained.

2. Please take the necessary action to effect this change in the charter of the Recruitment Advertising Committee.

STAT

[Redacted Signature Box]

Deputy Director  
for Support

ADMINISTRATIVE - INTERNAL USE ONLY

B

C

RECRUITMENT ADVERTISING COMMITTEE

1. PURPOSE

To provide a coordination and advisory mechanism for reviewing proposed advertising, brochures, and other public releases in connection with the Agency's recruitment activity to ensure that such materials are:

- a. Necessary to effective staffing of Agency activities;
- b. Not revealing as to the nature of sensitive operations or techniques;
- c. Appropriate and suitable as to content and format;
- d. Effective and appealing as to the type of candidate sought;
- e. Given appropriate attribution (such as  "U. S. Government," and rarely, "CIA.")

STAT

2. MEMBERSHIP

a. Permanent Members:

The Director of Personnel, the Assistant to the Director, and the designated representative of the Director of Security shall serve as permanent members of the Recruitment Advertising Committee. The Director of Personnel shall serve as Chairman.

b. Associate Members:

The Chairman shall ask each Deputy Director to designate Associate Members to serve whenever a particular advertisement or release under review by the Committee is of staffing or functional concern to that Directorate.

c. Secretariat Support:

The Office of the Director of Personnel will provide secretariat support to the Committee as required.

3. MEETINGS

- a. The Committee shall meet at the call of the Chairman.
- b. The Chairman may request the participation of such special advisers as he deems necessary.

C

4. PROCEDURES

- a. The Deputy Director of Personnel for Recruitment and Placement shall notify the Chairman when a proposed advertisement or other public release program for recruitment is ready for review by the Committee.
- b. The Chairman will convene the Committee at the earliest practicable time consistent with the urgency of the program under consideration.
- c. Non-attributable advertisements or releases will be coordinated with the Chief, Cover Division before being forwarded to the Executive Director-Comptroller for approval.

5. REVIEW OF EXISTING ADVERTISING PROGRAMS

In addition to its responsibility for reviewing new advertising proposals, the Committee will schedule an annual review of all on-going recruitment advertising programs to ensure that they conform to current policies and standards.

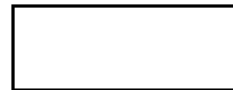
6. Any advertisement or release for recruitment purposes shall be submitted to the Executive Director-Comptroller for approval before publication.

2

24 November 1965

At the "organizational" meeting of the Recruitment Advertising Committee, it was agreed that the Director of Personnel should serve as permanent chairman and that the Assistant to the Director should serve as a member.

It was also decided by the Executive Director-Comptroller that there would be no formal issuance establishing this committee.



E/O/Pers

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